

**IN THE CLAIMS**

Please amend the claims as follows:

1-24. (Withdrawn)

25. (Currently Amended) A method for providing targeted advertising, comprising:  
compiling consumer profile information;

determining whether a first advertisement matches the consumer profile information,  
wherein the first advertisement is located via a dedicated broadcast frequency from a  
transmission center or via scanning a set of broadcast frequencies from the transmission center if  
the first advertisement is not located via the dedicated broadcast frequency;

in the event that the first advertisement matches the consumer profile information,  
recording the first advertisement; and

in the event that the first advertisement does not match the consumer profile information,  
ignoring the first advertisement.

26. (Currently Amended) The method of claim 25, further comprising:

determining whether the first advertisement is broadcast by [[a]] the transmission center  
on [[a]] the dedicated frequency;

in the event that the first advertisement is broadcast by the transmission center on the  
dedicated frequency, tuning a receiver to the dedicated frequency;

in response to tuning a receiver to the dedicated frequency, recording the first  
advertisement on a personal video recorder;

in the event that the first advertisement is not broadcast by the transmission center on the  
dedicated frequency, scanning [[a]] the set of broadcast frequencies to locate the first  
advertisement; and

in response to locating the first advertisement, recording the first advertisement on the  
personal video recorder.

27. (Currently Amended) The method of claim 26, further comprising:  
playing a programming signal;  
detecting a second advertisement having embedded data in the programming signal;  
determining whether the second advertisement matches the consumer information profile;  
in response to determining that the second advertisement does not match the consumer  
information profile, retrieving the first advertisement from the personal video recorder;  
inserting the first advertisement in the programming signal; and  
playing the first advertisement.

28. (Original) The method of claim 27, wherein the embedded data comprises  
information indicating the contents of the second advertisement.

29. (Currently Amended) The method of claim 28, wherein ~~the step of~~ said determining  
whether the second advertisement matches the consumer information profile comprises:  
receiving the embedded data; and  
comparing the contents of the second advertisement to the consumer information profile.

30. (Currently Amended) The method of claim 27, wherein ~~the step of~~ said determining  
whether the second advertisement matches the consumer information profile comprises  
comparing the embedded data to the consumer information profile.

31. (Currently Amended) The method of claim 27, wherein ~~the step of~~ said determining  
whether the second advertisement matches the consumer information profile comprises  
reviewing the embedded data.

32-41. (Withdrawn)

42. (New) A machine-readable medium comprising instructions, which when implemented by one or more machines cause the one or more machines to perform the following operations:

compiling consumer profile information;

determining whether a first advertisement matches the consumer profile information, wherein the first advertisement is located via a dedicated broadcast frequency from a transmission center or via scanning a set of broadcast frequencies from the transmission center if the first advertisement is not located via the dedicated broadcast frequency;

in the event that the first advertisement matches the consumer profile information, recording the first advertisement; and

in the event that the first advertisement does not match the consumer profile information, ignoring the first advertisement.